



A Summary of Your Advisory Relationship with The Advocate Group

The Advocate Group, LLC (The Advocate Group) is registered with the Securities and Exchange Commission as an investment advisory firm. Investment advisory services and fees differ from those offered through a brokerage firm and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

We provide investment advisory services to retail investors through personalized financial planning and investment management advice. We do this by:

- Working with you to identify and set goals
- Developing strategies to help you achieve those goals
- Suggesting methods for you to meet objectives
- Implementing advice on your behalf
- Monitoring progress along the way

We do not require an account minimum for our investment management service, nor are our investment offerings limited to proprietary products. When we help you with your investment management, we'll help you determine if your accounts should be managed on a **discretionary basis** (granting trading authorization to us to buy or sell investments without asking you in advance) or **non-discretionary basis** (you decide what investments to buy and sell and approve any changes to your account). We'll also be sure that your accounts are monitored regularly, as part of our service, and we will contact you at least annually to review your accounts.

More detailed information about our services is available in our [Form ADV Part 2A](#), specifically under "Advisory Business."



Ask us:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What fees will I pay?

We charge our investment management fee at the beginning of each quarter. The fee is calculated by using your account value at the end of the previous quarter, adjusted for deposits and withdrawals, and is deducted directly from your account.

We also charge a fee for our financial planning service. This fee is paid via check or online payment and is typically paid annually.

Other fees may include transaction/trading fees from the custodian where your accounts are held, as well as fees/costs from the investments themselves, such as mutual fund expense ratios, foreign tax on international stocks, etc. These fees do not go to us but do also decrease the value of your investments.



Ask us:

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Our fees are outlined in our financial planning and investment management agreements and in our [Form ADV Part 2A](#) under “Fees and Compensation.” We can provide your fee information to you upon request, as well.

## What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

**When we act as your investment adviser**, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about conflicts of interest because they can affect the investment advice we provide you. Here is an example to help you understand what this means:

*Generally, the more assets you have in your account, the more you will pay us. Therefore, we have an incentive to increase the assets in your account in order to increase our fees.*

Additional information about these conflicts are provided in our [Form ADV Part 2A](#) under “Other Financial Industry Activities and Affiliations.”



Ask us:

- How might your conflicts of interest affect me, and how will you address them?

## How do your financial professionals make money?

Our financial professionals are paid salaries for the work that they do. At times, they receive additional compensation, depending on the financial results of the company. They do not receive differential compensation such as commission payments on new investments, nor do they receive any forms of non-cash compensation.

## Do you or your financial professional have legal or disciplinary history?

No. Our financial professionals do not have any legal or disciplinary events. Visit [www.investor.gov/CRS](http://www.investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.



Ask us:

- As a financial professional, do you have any disciplinary history? For what type of conduct?

## Additional information

For additional information on our investment advisory services and advisors, please see our [Form ADV 2A Brochure](#) and this document. Call us at (952) 693-2630 to request physical copies of this information and/or a copy of this Customer Relationship Summary.



Ask us:

- Who is my primary contact person?
- Is he or she a representative of an investment adviser or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?